

FAX# 404-848-9552

TRF# 321781
EV #1 \$\$\$

CREDIT RISK !!!
HARRIS REPORT FROM REP
FAX# 404-848-9552

FROM REP
CHANGES
SEP20/12 10.2
*** WPXI-TV ***

ADV # 12930 ADV. NAME POLI/M CRITZ/D/CON/PA

AGY # 02895 AGY. NAME LUC, INC.

REP. # _____ OFF. # 0 SALESMAN # _____

0
4
6
9

8

BUYER NAME	<u>AMY MILLS</u>
ADDRESS	1000 N. 1ST ST.
CITY	CHICAGO
STATE	ILL.
ZIP	60610
PHONE	(773) 867-1234
FAX	(773) 867-1234
E-MAIL	AMY.MILLS@EXAMPLE.COM
BUSINESS TYPE	RETAIL
INDUSTRY	TEXTILES
COMPANY SIZE	SMB
EMPLOYMENT	10-49
ANNUAL REVENUE	\$1M-\$5M
FINANCIAL RISK	LOW
CREDIT RISK	LOW
PAYMENT TERMS	NET 30
TAX ID	12-3456789
VAT NO.	N/A
REGISTRATION NO.	ABCDEF
SALES TAX RATE	8.25%
EXPORT INCENTIVES	YES
TRADE AGREEMENTS	NAFTA
COMMODITIES	COTTON
MARKETING STRATEGY	DIRECT SALES
LOGISTICS	AIR FREIGHT
INSURANCE COV.	ALL RISKS
LEGAL COUNSEL	IN-HOUSE
ACCOUNTING SYSTEM	ERP
IT INFRASTRUCTURE	CLOUD
ENVIRONMENTAL COMPL.	ISO 14001
SOCIAL RESPONSIBILITY	WELL-KNOWN
GOVERNMENT RELATIONS	POSITIVE
RESEARCH & DEV.	ACTIVE
INNOVATION INDEX	HIGH
MARKET SHARE	15%
GROWTH POTENTIAL	HIGH
RISK FACTORS	LOW
OPPORTUNITIES	MANY
SWOT ANALYSIS	SEE REPORT
FINANCIAL STATEMENTS	ATTACHED
AUDIT REPORT	CLEAN
SECURITY MEASURES	STRONG
DISASTHER PLAN	UP TO DATE
COMPLIANCE RECORD	EXCELLENT
REPUTATION SCORE	9.5/10
CUSTOMER SATISFACTION	92%
EMPLOYEE ENGAGEMENT	88%
MANAGEMENT QUALITY	VERY GOOD
OPERATIONAL EFFICIENCY	HIGH
QUALITY CONTROL	STRICT
DELIVERY TIMELINE	ON TIME
PACKAGING STANDARDS	MEETS REQ.
WAREHOUSE CAPACITY	10,000 SQ FT
TRANSPORTATION COSTS	LOW
INVENTORY MANAGEMENT	OPTIMIZED
ORDER FULFILLMENT RATE	99%
RETURNS POLICY	LIBERAL
WARRANTY PERIOD	2 YEARS
PRODUCT LIFE CYCLE	INTRO
NEW PRODUCT DEVELOPMENT	ONGOING
BRAND POSITIONING	PREMIUM
ADVERTISING BUDGET	\$50K
MARKETING ROI	150%
Sales Channel Strategy	Multi-channel
Distribution Network	Global
Logistics Partner	UPS
Insurance Provider	Allstate
Legal Firm	O'Connell & Associates
Accounting Firm	Deloitte
IT Support	Internal Team
Environmental Consultant	Green Solutions Inc.
Social Media Manager	Jane Doe
Public Relations Officer	John Smith
Compliance Officer	Sarah Johnson
R&D Lead	Dr. Emily White
Innovation Director	Mr. Robert Black
Market Share Analyst	Ms. Lisa Green
Growth Strategist	Mr. David Brown
Risk Assessment Specialist	Ms. Anna Gold
Opportunity Identifier	Mr. James Silver
SWOT Analysis Lead	Ms. Karen Bronze
Financial Statement Auditor	Mr. Thomas Copper
Security Audit Firm	SecureNet Solutions
Disaster Recovery Plan Dev.	Emergency Prep Co.
Compliance Record Reviewer	Regulatory Affairs Dept.
Reputation Score Calculator	Brand Health Metrics Ltd.
Customer Satisfaction Survey	SurveyMonkey
Employee Engagement Poll	Qualtrics
Management Quality Assessor	Leadership Insights Inc.
Operational Efficiency Analyzer	Process Flow Dynamics
Quality Control System	Total Quality Management
Delivery Timeline Tracker	Supply Chain Monitor
Packaging Standards Enforcer	Packaging Compliance Bureau
Warehouse Capacity Planner	Storage Solutions Group
Transportation Cost Optimizer	Freight Brokerage Services
Inventory Management Software	Stockpile Pro
Order Fulfillment Rate Improver	Efficient Order Processing
Returns Policy Refiner	Customer Feedback Loop
Warranty Period Extender	Product Reliability Enhancers
Product Life Cycle Predictor	Market Trend Forecasts
New Product Development Accelerator	Innovation Pipeline Mgmt.
Brand Positioning Strategist	Brand Identity Consultants
Advertising Budget Allocator	Media Buying Agencies
Marketing ROI Maximizer	Performance Marketing Experts
Sales Channel Strategy Developer	Distribution Network Builders
Distribution Network Expander	Global Logistics Partners
Logistics Partner Selection	Carrier Comparison Tools
Insurance Provider Switcher	Policy Comparison Services
Legal Firm Retainer Change	Law Firm Performance Reviews
Accounting Firm Upgrade	Software Integration Specialists
IT Support Outsourcing	Managed IT Service Providers
Environmental Consultant Hiring	ESG Consulting Firms
Social Media Manager Recruitment	Digital Marketing Talent Pools
Public Relations Officer Training	PR Workshops & Seminars
Compliance Officer Certification	Industry Compliance Courses
R&D Lead Mentorship	Academic Research Grants
Innovation Director Appointment	Startup Incubators
Market Share Analyst Hiring	Data Analytics Job Postings
Growth Strategist Consultation	Business Growth Advisors
Risk Assessment Specialist Training	Risk Management Certifications
Opportunity Identifier Workshop	Strategic Thinking Sessions
SWOT Analysis Lead Assignment	Project Management Offices
Financial Statement Auditor Selection	CPA Firm Rankings
Security Audit Firm Vetting	Cybersecurity Vendor Evaluations
Disaster Recovery Plan Development	Incident Response Drills
Compliance Record Review Process	Automated Compliance Checks
Reputation Score Calculation Methodology	Brand Reputation Index Algorithms
Customer Satisfaction Survey Design	Survey Question Banks
Employee Engagement Poll Distribution	HR Communication Channels
Management Quality Assessment Criteria	Executive Evaluation Frameworks
Operational Efficiency Analysis Tools	Lean Manufacturing Principles
Quality Control System Implementation	Statistical Process Control Software
Delivery Timeline Tracking Software	Supply Chain Visibility Platforms
Packaging Standards Enforcement Mechanism	Packaging Inspection Protocols
Warehouse Capacity Planning Model	Space Utilization Calculators
Transportation Cost Optimization Algorithm	Route Optimization Software
Inventory Management System Upgrade	Cloud-based Inventory Solutions
Order Fulfillment Rate Improvement Initiative	Automation in Warehouse Operations
Returns Policy Refinement Process	Customer Feedback Analysis Tools
Warranty Period Extension Program	Product Recall Procedures
Product Life Cycle Prediction Model	Market Research Data Analysis
New Product Development Acceleration Strategy	Agile Development Methodologies
Brand Positioning Strategy Development	Competitive Branding Analysis
Advertising Budget Allocation Tool	Bid Management Systems
Marketing ROI Maximization Technique	A/B Testing Frameworks
Sales Channel Strategy Development Process	Channel Partner Onboarding
Distribution Network Expansion Plan	Geographic Market Penetration Strategies
Logistics Partner Selection Criteria	Carrier Performance Metrics
Insurance Provider Switching Procedure	Policy Transfer Guidelines
Legal Firm Retainer Change Protocol	Contract Negotiation Templates
Accounting Firm Upgrade Checklist	Software Migration Guides
IT Support Outsourcing Agreement Template	Service Level Agreements (SLAs)
Environmental Consultant Hiring Process	Vendor Qualification Procedures
Social Media Manager Recruitment Drive	Talent Acquisition Campaigns
Public Relations Officer Training Module	

25 WHITLOCK PLACE, SW, SUITE 201

MARIETTA, GA 30064

SALES PRSN AT- BRAD DANIELL

ORDER # _____ CONTRACT # 6215012

CONTRACT # 6215012

CLASS: NATL. LOCAL REGIONAL

PRDCT	2434	EST#2434	COMMENTS: (LINE, ORDER, INVOICE)	CL
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FLIGHT DATES OCT29/12 NOV4/12 WK-1

CITY TAX _____ **STATE TAX** _____

CO-OP BILLING NEEDED

DATE SEP20/12 10.21

REP: HV REVISED ORDER TO SHOW SPOTS ORDERED M-F--SEE LINES
1-4, 8-15, 18-19, 22-23, 25-27, 31

TOT REMAINS
TOT=\$58,515

PLS CONF
THANKS, KATHERINE

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	:	:	:	:	:	:	:	:	:	:	:
1												
AGENCY ADVERTISER CODE =												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

1 EY 600A-700A

1 EY 600A-700A

PROGRAM : CH11 NWS 6AM
CON COM1: CH11 NWS 6AM

2 Y 700A-900A

PROGRAM : TODAY SHOW
CON COM1: TODAY SHOW

\$1,095.00

11/2

3

J-M

3

\$845.00

10/29

11/2

4

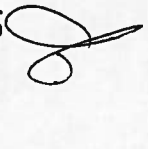
M-F

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REP HEADLINE# 6215012 TRF# 321781 REP: TEL# 404-848-0800 FAX# 404-848-9552
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP20/12 10.2
 CHANGES *** WPXI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
27	EY		800A-900A	30		\$795.00	10/29	11/2	2		M-F	2
PROGRAM : TODAY SHOW CON COM1: TODAY SHOW												

NOV/12 58515.00
 CONTRACT TOTAL 58515.00
 TOTAL SPOTS 57



MARKET TOTALS \$205,580 WPXI 31% KDKA 30% WTAE 30% WPGH 9% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE